

Appointment

From: Neam, Anthony [Neam.Anthony@epa.gov]
Sent: 5/1/2017 8:33:33 PM
To: Neam, Anthony [Neam.Anthony@epa.gov]; Olechiw, Michael [olechiw.michael@epa.gov]; Moran, Robin [moran.robin@epa.gov]; Bolon, Kevin [Bolon.Kevin@epa.gov]; Moskalik, Andrew [Moskalik.Andrew@epa.gov]; Sherwood, Todd [Sherwood.Todd@epa.gov]; Helfand, Gloria [helfand.gloria@epa.gov]; Richard.Stucky@ihsmarkit.com; Huang, Hsing-Hsiang [Huang.Hsing-Hsiang@epa.gov]
CC: Lacy, Paul [Paul.Lacy@ihsmarkit.com]; Nagle, Peter [Peter.Nagle@ihsmarkit.com]; Selecman, Casey [Casey.Selecman@ihsmarkit.com]; Charmley, William [charmley.william@epa.gov]; Robinet, Michael [Michael.Robinet@ihsmarkit.com]
Subject: FW: IHS use of Consumer Choice Modeling in their forecast
Attachments: IHS OPTIONS FOR CONSUMER CHOICE ANALYSIS FOR EPA.DOCX
Location: AA-Room-Office-C34-ConfRoom/AA-OTAQ-OFFICE
Start: 5/10/2017 1:00:00 PM
End: 5/10/2017 3:00:00 PM
Show Time As: Busy

-----Original Appointment-----

From: Neam, Anthony
Sent: Thursday, March 30, 2017 12:37 PM
To: Neam, Anthony; Olechiw, Michael; Moran, Robin; Bolon, Kevin; Moskalik, Andrew; Sherwood, Todd; Helfand, Gloria; Richard.Stucky@ihsmarkit.com; Huang, Hsing-Hsiang
Cc: Lacy, Paul; Nagle, Peter; Selecman, Casey
Subject: IHS use of Consumer Choice Modeling in their forecast
When: Wednesday, May 10, 2017 9:00 AM-11:00 AM (UTC-05:00) Eastern Time (US & Canada).
Where: AA-Room-Office-C34-ConfRoom/AA-OTAQ-OFFICE



IHS OPTIONS
FOR CONSUME...

- PURPOSE

- EPA to present information regarding the evaluation of recent advancements in powertrain efficiency technologies,
and explain how those technologies can contribute to compliance with the Federal Fuel Economy and GHG standards.
- IHS to present data and analysis to help EPA better understand the Automotive Consumer Choice impact on our Forecasts
- Data and analysis will include key knowledge of the Consumer Choice profiles and predictive insights that support IHS Forecasts

- IHS CONSUMER CHOICE INSIGHTS AND ANALYTICS
 - Advanced Consumer Profiles including Demographics by Segment and Brand
 - Quantitative analysis on Consumer buying patterns
 - IHS Analytics also evaluate Consumer Loyalty by incorporating Conquest and Defections analysis
 - Analytics will include Geographic trends
 - Based on these Profile and Consumer background , IHS Analytics helps understand prior and future Consumer trends for application to predictive models
 - Lastly, Consumer feedback on purchase decision – both qualitative and quantitative
- IHS REVIEW OF AUTOMOTIVE PRODUCT PLATFORMS AND PRODUCT LIFE CYCLES
 - Global industry trends
 - Automotive platform consolidation and compressed product design cycles
 - Evaluation of powertrain technology adoption and progress
 - IHS FORECASTS
 - Incorporate Consumer profiles and analytics to support Forecast scenarios
 - Multiple models used to validate future Segment and Brand Forecast
 - Reference attached summary document re IHS Insights into Consumer Choice for LDV Forecasting
- NEXT STEPS
 - Identify specific data and analysis that IHS can provide to EPA to support their analysis
 - Identify milestones and timing
 - IHS can submit a formal proposal for EPA consideration

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